Memo to: Board
From: Tano
Re: Publisher function (not necessarily one job)

Responsibilities

General: In charge of business (i.e. non-editorial) aspects of publishing magazine, including circulation, printing, fulfillment, advertising, promotion, list management, licensing, publicity, product sales, budget (with editor)

Specifically: Develop, implement, and supervise systems/programs for circulation of magazine (single copy and subscriber) including management of cash collection, subscription development and fulfillment, and single copy distribution•develop, implement, and supervise program of advertising sales (coordinate with editorial and production on requirements)•negotiate, secure, and supervise printing agreement (coordinate with production on specifications)•develop and maintain program of promotion and publicity (coordinate with production and editorial for congruence)•develop and/or recommend licensing and product sales opportunities; supervise mailing list maintenance and rentals•develop (with editor) annual budget and strategic plan for magazine

Reporting

The publisher reports to the Board (as does the editor), unless there is an executive (or committee) appointed by the Board to act in its place. Employee rules, responsibilities, programs, benefits, etc. may be applicable (negotiable).

Accountability

Generally accepted indices include sales figures, growth rates, operating margins, budget control, and effectiveness with staff, board, vendors, consultants, etc.

Memo to: Ruth
From: Tano
Re: Publisher function

To: [redacted]

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Specifically: Develop, implement, and supervise systems/programs for circulation of magazine (single copy and subscriber) including management of cash collection, subscription development and fulfillment, and single copy distribution • develop, implement, and supervise program of advertising sales (coordinate with editorial and production on requirements) • negotiate, secure, and supervise printing agreement (coordinate with production on specifications) • develop and maintain program of promotion and publicity (coordinate with production and editorial for congruence) • develop and/or recommend licensing and product sales opportunities; supervise mailing list maintenance and rentals • develop (with editor) annual budget and strategic plan for magazine

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(ad sales = did he commission basis)
(engage a company)

Pub
AD DIR
CIR DIV